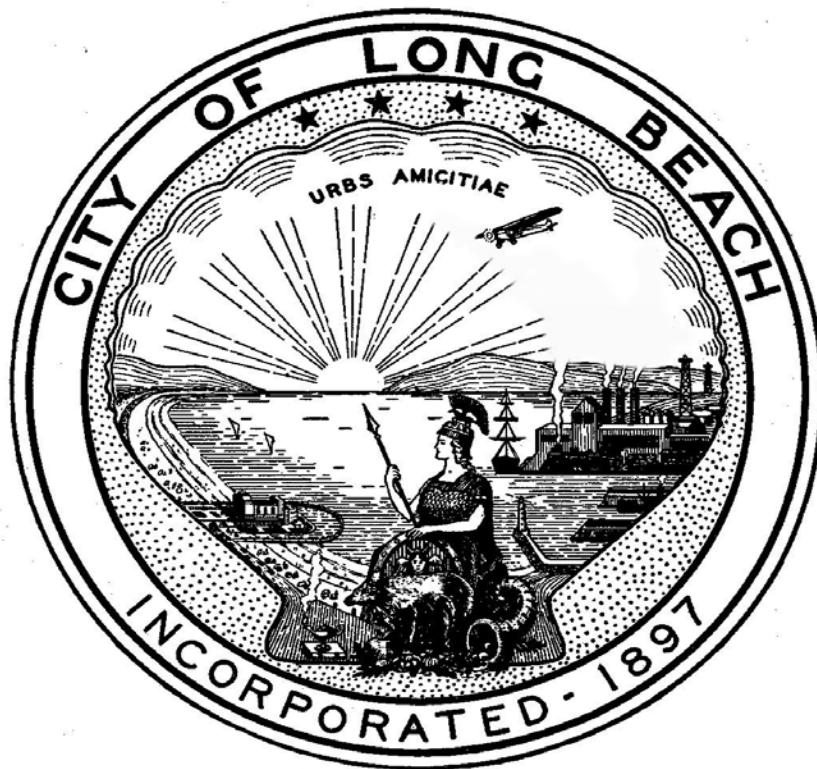


**CITY OF LONG BEACH**  
**DIVERSITY OUTREACH PROGRAM**



**Adopted by City Council on September 9, 2003**

# **CITY OF LONG BEACH DIVERSITY OUTREACH PROGRAM**

## **1. PURPOSE AND SCOPE**

It is the policy of the City of Long Beach to utilize Disadvantaged, Minority, Woman, Disabled Veteran, and Long Beach Business Enterprises (DBE, MBE, WBE, DVBE, and LBBE) in all aspects of contracting relating to construction, materials and services, professional services, land development-related activities and leases and concessions. This policy applies to all departments reporting to the City Manager (and strongly recommended for adoption by Non-City Manager departments) who may, by their authority, award contracts in the above-referenced areas. The City is fully committed to encouraging the participation of DBEs, MBEs, WBEs, DVBEs, and LBBEs in all phases of procurement and contracting activity.

The City of Long Beach, through the City Council, will take all responsible steps to ensure that DBEs, MBEs, WBEs, DVBEs, and LBBEs have the maximum opportunity to compete for and perform City contracts.

## **MEASURABLE OBJECTIVES**

The Diversity Outreach Program furnishes the foundation for implementing processes to offer contracting opportunities for Minority Business Enterprises (MBE), Woman Business Enterprises (WBE), Long Beach Business Enterprises (LBBE), Disadvantaged Business Enterprises, and Disabled Veteran Business Enterprises (DVBE) consistent with Federal, State and local laws. The City of Long Beach Diversity Outreach Program is for use by all departments that procure goods and services.

This Program incorporates the MBE/WBE/DBE, Buy Long Beach and USDOT DBE Programs. The following represent the measurable performance objectives of the Diversity Outreach Program:

- **INFORM BUSINESSES ABOUT CONTRACTING OPPORTUNITIES**  
Provide MBEs, WBEs, LBBEs, DBEs, and DVBEs with information regarding contracting opportunities that is both timely and reliable. Develop proactive methods of communication to keep local area businesses and community residents informed about upcoming opportunities. Enhance current systems of communications that provide accurate and easily accessible information.
- **ESTABLISH RELATIONSHIPS WITH BUSINESS ORGANIZATIONS**  
Establish cooperative relationships with business organizations and community groups interested in the success of MBEs, WBEs, LBBEs, DBEs and DVBEs. Develop and coordinate a network of existing resources to assist with the outreach effort. Participate in meetings and events, and encourage the exchange of information and ideas. Increase the City's visibility in the business community. Proactively address their concerns, and seek to mutually resolve identified issues.

- **IDENTIFY QUALIFIED LOCAL BUSINESSES TO COMPETE FOR CITY CONTRACTS**

Implement aggressive outreach techniques to identify local businesses interested in participating in the Diversity Outreach Program. For example, visit local businesses to obtain first hand knowledge of existing firms, talk with local business leaders to obtain guidance on contacting firms presently working in the area, attend trade and other meetings, etc. Increase the number of qualified bidders that can provide the goods and services required by the City. Increased competition promotes lower prices, reduces cost, and stretches taxpayer dollars.

- **DEVELOP STRATEGIES TO MAXIMIZE SMALL BUSINESS PARTICIPATION**

Encourage the creation of contracts, aimed specifically at small local firms (i.e., single trade contracts). Identify portions of the work that can be accomplished apart from the large project, or smaller individual projects, to increase the likelihood of small business participation in City contracts. Identify barriers that may inhibit small businesses from gaining equal access to City contracts, and develop strategies to minimize or eliminate those barriers. The Diversity Outreach Officer coordinates with the Purchasing Division and department representatives in an effort to increase the use of MBEs, WBEs, LBBEs, DBEs, and DVBEs.

- **ENSURE BUSINESS COMMUNITY INVOLVEMENT THAT REPRESENTS THE DIVERSITY OF LONG BEACH**

Develop and implement a reporting system to continually track MBE, WBE, LBBE, DBE, and DVBE outreach and participation. Review procurement reports to track whether these groups are participating in contracting opportunities. Tailor outreach strategies so that all these groups have equal access to City contracting.

## **2. DEFINITIONS**

The following definitions apply to this program:

- a. As defined by Section 8 (a) of the Small Business Act 15 U.S.C. paragraph 637 (a), “Disadvantaged Business Enterprise” means a small (underlining added) business concern that is (1) at least 51 percent owned by one or more socially and economically disadvantaged individual(s), or, in the case of any publicly-owned business, at least 51 percent of the stock is owned by one or more socially and economically disadvantaged individuals, and (2) the management and daily business operations of which are controlled by one or more socially and economically disadvantaged individuals who own it. Those groups which are considered socially and economically disadvantaged are citizens of the United States who are African Americans, Hispanic Americans, Asian Pacific Americans, Native Americans, and Subcontinent Asian Americans.

- b. “Minority” means the following groups: African Americans, Hispanic Americans, Asian Pacific Americans, Native Americans, and Subcontinent Asian Americans.
- c. “Disabled Veteran” means a California resident that was disabled as a result of participating in the United States military.
- d. “Minority Business Enterprise” means a business which is at least 51 percent owned, managed and operated by one or more minorities, or in the case of a publicly owned business, at least 51 percent of the stock must be owned, and the business managed and operated, by minorities.
- e. “Woman Business Enterprise” means a business which is at least 51 percent owned, managed and operated by one or more women, or in the case of a publicly owned business, at least 51 percent of the stock must be owned, and the business managed and operated, by women.
- f. “Disabled Veteran Business Enterprise” means a business which is at least 51 percent owned, managed and operated by one or more disabled veterans, or in the case of a publicly owned business, at least 51 percent of the stock must be owned, and the business managed and operated, by disabled veterans.
- g. “Long Beach Business Enterprise” means those businesses whose principle place of business is located within the City limits and that hold a Long Beach business license.

### **3. PRIMARY GOAL**

The primary goal of the Diversity Outreach Program shall be to contract with DBEs, MBEs, WBEs, DVBEs, and LBBEs for a reasonable and equitable amount of business, and create an environment of inclusion for City procurement and contracting.

### **4. DEPARTMENT RESPONSIBILITIES**

Coordination is key to the City’s outreach activities. Pursuant to the Diversity Outreach Program, each department is responsible for furnishing assistance to the Diversity Outreach Division. This assistance includes conducting outreach activities, as well as verifying MBE/WBE/DBE status, and producing MBE/WBE/LBBE/DBE/DVBE participation and diversity outreach reports. The Diversity Outreach Division will develop standardized outreach procedures and record keeping requirements to be adopted by all departments, and tailor the procedures for departments with unique needs.

The City Manager will assign to each department head or designee the responsibility for assisting the Diversity Outreach Division with implementation of the Diversity Outreach Program on a day-to-day basis. To effectively implement this stated policy, the

following Program responsibilities will be incorporated into the body of each individual department plan, and are outlined below.

- Assist the Diversity Outreach Division to develop information on contracting and bidding procedures, along with timely dissemination of contract and bid information to both MBE/WBE/LBBE/DBE/DVBEs and business organizations.
- Provide the Diversity Outreach Division with information regarding MBE/WBE/LBBE/DBE/DVBEs that contact the department and indicate an interest in doing business with the City.
- Participate in business conferences, trade fairs and other outside activities related to the development of MBE/WBE/LBBE/DBE/DVBE contractors, vendors and consultants, as requested by the Diversity Outreach Division.
- Provide projected department needs for goods and services to MBE/WBE/LBBE/DBE/DVBEs, conduct pre-award and post-award conferences to discuss awarding procedures (if applicable), and allow unsuccessful bidders/proposers to view successful bids/proposals of similar contracting opportunities.
- All departments involved with the bidding and/or negotiation of contracts shall maintain such records and provide such reports as are necessary to ensure compliance with this policy.
- All ITBs, RFQs, RFPs, and construction notices will encourage the use of MBE/WBE/LBBE/DBE/DVBEs, and will state that the bidder is encouraged to meet the City's objectives.
- All City departments are required to coordinate outreach activities to eliminate duplication of effort.

## **5. STAFF REPORTS**

Staff reports shall be prepared for the City Council covering the activities relating to the efforts undertaken by all City departments and the Diversity Outreach Division to implement the Diversity Outreach Program. The report shall be prepared on a quarterly basis and shall be due ninety (90) days after the end of each quarter.

## **6. ANNUAL REVIEW**

There shall be an annual review of this program by the Diversity Outreach Division and the Personnel and Civil Service Committee.

## **7. DIVERSITY OUTREACH PROGRAM COMPONENTS**

In addition to the policy, definitions, objectives, and responsibilities referenced above, the Diversity Outreach Program also contains the following components that help to create an environment of inclusion in City procurement and contracting.

### ***Small Business Development***

Small businesses may require specialized assistance to take advantage of contracting opportunities with the City. Moreover, the City endeavors to identify small business strategies and programs to promote the development and growth of local small businesses. To maximize City contract opportunities for small businesses, the Diversity Outreach Division will form a partnership with the Community Development Department to coordinate outreach activities and assistance when appropriate.

The Community Development Department and the Diversity Outreach Division share several similar objectives. Where as the Community Development Department focuses on assisting small business of all types, the Diversity Outreach Division focuses on helping those businesses that can provide the goods and services required by the City. When appropriate the following activities will be coordinated between the two departments.

#### **Technical Assistance**

Staff from each department procuring goods and services will be available to assist local companies interested in conducting business with the City. Each department will maintain up-to-date information about contracting opportunities that can be forwarded to local businesses, or provide a name and telephone number of the person and/or department interested businesses may contact. Representatives from each department will be available to participate in Educational Seminars and Local Business Workshops to educate local businesses about various aspects of doing business with the City.

#### **Educational Seminars**

Educational Seminars provide small business owners with training to strengthen the management of their businesses. This training enhances business skills such as proposal writing, invoicing, marketing, etc. Instructors for these seminars can be recruited from various resources at no cost to the City.

#### **Technical Assistance Resource Referral System**

Many small businesses require assistance in meeting contracting requirements such as bonding, financing and insurance. In addition, small businesses require assistance with general business requirements such as working capital, accounting, and financial planning. The Technical Assistance Resource Referral System identifies existing resources, which provide small business assistance (i.e. Small Business Development

Centers). MBEs, WBEs, LBBEs, DBEs, and DVBEs requiring assistance to perform City work are referred to local assistance programs.

### ***Bid Packaging Strategies***

Strategies for packaging contracting opportunities are developed to encourage small business participation. Bid packaging strategies utilize information obtained from local business surveys conducted to determine interest, availability, and capacity, as well as, City needs and community input.

### ***Diversity Outreach Steering Committee***

The Diversity Outreach Officer coordinates various outreach activities with the City's Diversity Outreach Steering Committee (Committee). The purpose of the Committee is to provide advice and guidance regarding enhancement and modification of policy, process, and procedure to facilitate involvement of MBE/WBE/LBBE/DBE/DVBEs. The Committee is made up of representatives from every City department, and meets on a bi-monthly basis.

The Diversity Outreach Officer provides the Committee with updated information on an ad-hoc basis concerning the following:

- Functional Telephone Lists of Business Organizations
- MBE/WBE/LBBE/DBE/DVBE Participation Reports
- Diversity Outreach Event Calendar Updates
- Project Look-Ahead Schedules
- Directory of certified MBE/WBE/DBE/DVBEs
- Other information as requested

The Diversity Outreach Division is responsible for coordinating the compilation of MBE/WBE/LBBE/DBE/DVBE participation reports. Analysis of these reports may identify contracting trends with respect to MBE/WBE/LBBE/DBE/DVBEs. This information is periodically shared with the Committee to stimulate a collaborative effort to identify and respond to deficiencies in local small business participation. This collaborative approach helps determine appropriate corrective measures to increase participation and/or target outreach. The goal is to promote local economic development and report meaningful levels of MBE/WBE/LBBE/DBE/DVBE participation that represents the diverse business community of Long Beach.

### ***Diversity Outreach Program Reporting***

The purpose of Diversity Outreach Program Reporting is to keep all stakeholders informed of the level of diverse involvement in City procurement and contracting programs. The reports, which summarize MBE/WBE/LBBE/DBE/DVBE participation, are as follows:

## **MBE/WBE/LBBE/DBE/DVBE Contract Awards**

The Diversity Outreach Officer keeps track of the dollar amounts awarded to prime contractors through periodic data downloads from the City's Advanced Purchasing and Inventory Control System (ADPICS), and summarizes MBE/WBE/LBBE/DBE/DVBE participation through this reporting mechanism. Applicable data fields are included in the City's database to collect, organize, and report MBE/WBE/LBBE/DBE/DVBE participation.

## **Ad-hoc Reports**

The Diversity Outreach Officer prepares ad-hoc reports as requested by the Mayor, City Council, and City Staff to report all aspects of Diversity Outreach Program implementation, outreach activities, and participation. The Purchasing Division can sort the purchasing database by various vendor, department and status codes to produce various reports, as requested.

Ad-hoc reports can be created to illustrate MBE/WBE/DBE/DVBE/LBBE contract award participation by department, commodity code or other criteria as requested.

## **8. FUNCTIONAL OUTREACH**

Functional Outreach is the essence of an effective diversity outreach program. It includes the essential components necessary to provide a foundation for increasing access for small businesses, encouraging participation of local contractors/vendors/consultants, and addressing community concerns in a proactive manner.

### ***Long Beach Business Bi-Monthly Networking Meetings***

The Diversity Outreach Officer conducts networking meetings for a variety of reasons. The meetings provide a forum for MBEs, WBEs, LBBEs, DBEs, and DVBEs to receive information regarding contract opportunities, and for giving feedback to City representatives regarding the outreach effort and other concerns. At each meeting, a different City department representative gives a presentation concerning their department operation and need for goods and services. In addition, the meeting benefits attendees in the following ways:

- Allows businesses the opportunity to network with City representatives and with each other
- Promotes business to business commerce in Long Beach
- Provides a medium for the exchange of various types of information

### ***City of Long Beach Web Page***

The City's Web Page is a mode of communication that reaches contractors, vendors, and consultants with access to the Internet. Possible uses for the Internet include on-line



bidding, downloadable forms and applications, and vendor registration. The following information will be made available as part of the program:

- Public Notices for meetings, outreach events, educational workshops, and local business workshops related to contract opportunities (Diversity Outreach Program Event Calendar).
- Schedule of upcoming contract opportunities with bid/proposal due dates, including a brief description of the required scope of services.
- Relevant telephone numbers, and/or e-mail addresses.
- Technical Assistance Resource Referral List.
- Procurement Telephone 24 Hour Hotline Number.
- Applicable City department contacts and telephone numbers.

The Web Page may also be utilized as a tool to solicit survey information from interested businesses. Surveys may be set up on the web page to provide businesses an avenue to report their interest in City contracting opportunities. Business responses will be analyzed to determine the needs of targeted outreach.

### ***Project Look-Ahead Schedules***

City departments are required to produce an annual schedule of projected needs for goods and services. These schedules of projected needs are provided in an easy to read format that furnish the necessary and timely information required to assist businesses participate in City projects. Project Look-Ahead Schedules are updated on a quarterly basis by each department, as pertinent information becomes available and include, at a minimum, the following information:

- Description of required goods or services
- Pre-Bid/Proposal meeting dates (if available)
- Estimated advertising date for ITB or RFP (if available)
- Project cost-estimate (if applicable)
- Contact Name (if applicable)
- Project Name/Location

### ***Bid, Advertise, and Award***

The City uses all means available to inform MBEs, WBEs, LBBEs, DBEs, and DVBEs of bid advertisements (including their appearance in the news media). Formal contracting opportunities over \$100,000 are advertised in a newspaper of daily general circulation. Formal bids as well as all purchases over \$10,000 are also advertised on the Purchasing website.

The designated City department or Purchasing Division representative is responsible for providing the Diversity Outreach Officer with a copy of the prepared advertisement that represents the Invitation to Bid/Request for Proposal at the time the notice is approved for advertisement by the affected City department. The Diversity Outreach Officer incorporates the notice in its bid/proposal information packages prepared for outreach purposes.

It is the City's policy that all proposal and bid documents incorporate language that encourages suppliers to utilize MBEs, WBEs, LBBEs, DBEs, and DVBES. This language requests prime contractors to provide partnering and subcontracting opportunities to MBEs, WBEs, LBBEs, DBEs, and DVBES that translates into meaningful levels of participation.

### ***Pre-Bid/Proposal Meetings***

Pre-Bid/Proposal meetings introduce vendors/contractors to policies and contractual requirements for working on City contracts. To encourage contractors, vendors, and consultants to subcontract work to MBEs, WBEs, LBBEs, DBEs, and DVBES, the Diversity Outreach Officer or his/her designee participates in these meetings. Interested bidders/proposers are reminded of the City's diversity objectives and emphasis is given to the City's commitment to maximize the participation of these firms. The City representative conducting the meeting provides the Diversity Outreach Officer with a copy of the Meeting Sign-In Sheets to assist with the identification of firms interested in doing business with the City.

### ***Recognition Programs***

Recognition Programs encourage City Departments and Prime Contractors to participate in the City's Diversity Outreach Program. The Diversity Outreach Officer will publicly recognize departments that take extra effort to encourage MBEs, WBEs, LBBEs, DBEs, and DVBES to participate in the City's procurement opportunities. In addition, Prime Contractors will also be publicly recognized for their extra efforts in attracting MBE/WBE/LBBE/DBE/DVBE subcontractors.

### ***Business/Vendor Fairs***

Business/Vendor Fairs provide an opportunity to reach numerous suppliers, contractors, consultants and business organizations in a face-to-face setting. The Diversity Outreach Officer and City staff attend business organization and community group events to disseminate contract opportunities, and establish networking relationships to attract bidders/proposers. These events provide businesses an opportunity to present products and services to the public and network with representatives from local public agencies. Networking events represent a significant opportunity to meet several objectives of the Diversity Outreach Program:

- Educate and inform local businesses and organizations about the City's plans, goals, and objectives.
- Establish relationships with community groups and business organizations.
- Disseminate information regarding the contracting process and upcoming opportunities.
- Generate community interest in doing business with the City.
- Coordinate the City's outreach effort with Business Organizations, Community Groups, and Chambers of Commerce.

The Diversity Outreach Officer and City staff participates in business/vendor fairs throughout the Los Angeles/Orange County area to establish cooperative relationships with business organizations. Maintaining a monthly calendar assists in scheduling City staff participation in these events. The Diversity Outreach Program Event Calendar is updated regularly. The Diversity Outreach Officer coordinates plans to participate at outreach events with City staff.

### ***Local Business Workshops***

The Diversity Outreach Officer facilitates Local Business Workshops periodically at different locations throughout the Long Beach area. The objective of Local Business Workshops is to provide a vehicle to promote City programs on a large scale and generate interest and support in the business community, as well as educating businesses about how to do business with the City. All stakeholders are invited to participate in these events.

Workshops benefit the financial community, business community, and local residents by giving them an opportunity to learn about City contracting opportunities. Another purpose of the Local Business Workshop is to illustrate the City's commitment to maximize opportunities for local businesses. Participants include representatives from local businesses, business organizations, and financial institutions.

Workshops inform participants about how to compete successfully for City contracts. A question and answer period is held at the end of each workshop to clarify subjects discussed. Workshop topics include:

- Construction contracting and requirements
- Professional Services contract award process and requirements
- Purchasing/Purchase Order process and requirements
- Bonding and Insurance Requirements
- Bidding/Proposing and Invoicing

### **Informational Materials**

The following outreach materials are all designed to assist interested businesses participate in City contracting opportunities:

- Project Look-Ahead Schedules
- Telephone numbers for relevant contacts
- Purchasing Division address and telephone number
- Purchasing Hotline Telephone Number
- Relevant City internet addresses

### **City Bidding, Proposal, and Other Procurement Processes**

The processes utilized by the City to procure goods and services are explained thoroughly by representatives from the Purchasing Division, as well as, other applicable departments. The following City materials will be made available to participants:

- “How to do business with the City” Pamphlet
- Boilerplate contract language including insurance requirements
- Project Look-Ahead Schedules
- Other useful information which will assist local businesses (i.e., information regarding bonding and financial requirements)

## **9. OTHER OUTREACH**

Other Outreach is directed towards specific businesses or business organizations through meetings, events and various forms of communication (mail, facsimile, e-mail, etc.).

### ***Local Business Organizations***

The assistance of local business organizations is crucial to the success of the Diversity Outreach Program. Enlisting the assistance of local business organizations to participate in the dissemination of timely information to their members requires the establishment of on-going beneficial relationships.

Local business organizations receive the benefit of direct communication with the Diversity Outreach Officer to voice concerns or provide input to City programs and processes. There are many local business organizations interested in assisting the City in communicating with the local and small business community.

### **Business Organization Meetings and Events**

Diversity Outreach Division and City staff address various organization memberships to promote the goals and objectives of the Diversity Outreach Program, advise the members

of upcoming contracting opportunities, and address any concerns presented by the organization.

The Diversity Outreach Officer utilizes all avenues possible to provide program exposure while maintaining control of the cost of implementation by the methods listed below:

- Attend meetings and events sponsored by local business organizations to provide information to the public and/or participants.
- Accept invitations to present information regarding the City's Diversity Outreach Program during regularly scheduled meetings sponsored by various organizations.

### ***Local Businesses***

While it is important to coordinate outreach activities with local business organizations, it is just as important, if not more so, to inform and assist individual businesses. An extensive effort to identify qualified local businesses demands the coordination of all aspects of the Diversity Outreach Program. Existing resources to identify local firms, shall include, but not be limited to the following:

- Local business organizations
- Chambers of Commerce
- Community groups
- Trade Associations
- Past Bidder's/Proposers lists
- MBE/WBE/LBBE/DBE/DVBE Directories
- Other public agency lists of vendors/contractors
- Local Yellow Pages

Project Notices and advertisements are provided to firms via telephone, mail, e-mail or facsimile, regarding goods or services required for various projects. The Project Notice includes information regarding the specific project (i.e., estimated dollar amount, bid/proposal due date, scope of services, etc.). The purpose of the Project Notice is to provide local businesses with relevant project information in a timely manner, while encouraging participation in the Diversity Outreach Program.

### **Interest, Availability and Capacity Surveys**

The Diversity Outreach Officer periodically surveys MBE/WBE/LBBE/DBE/DVBES, within the Los Angeles/Orange County area to ascertain the following information:

- Interest in providing goods or services to the City.
- Availability to work, and meet contract requirements.
- Capacity to successfully start and finish a project on schedule.

Accurate surveys require a continuous effort, which can proactively identify shortages in the availability of local businesses to meet the needs of the City. In addition, updates concerning contracting opportunities are provided to contractors on a continuous basis to maintain interest in the City's objectives. Survey information is maintained in an electronic format to facilitate reporting results/findings.

### ***Dissemination of Upcoming Contract Opportunities***

The Diversity Outreach Officer provides, at a minimum, information to keep the local business community apprised of all current ITBs, RFPs, projects, and events with the following media:

- Existing pamphlets and brochures concerning "How to Do Business with the City"
- Project Look-Ahead Schedules
- City Web Page Addresses
- Information packages developed by the Diversity Outreach Division
- Other literature explaining the City's plans, goals and objectives
- Diversity Outreach Program Event Calendar

Dissemination of information regarding contract opportunities with the City is a major objective of the Diversity Outreach Program. Distributing as much up-to-date information as possible in a timely manner is a primary goal of the Diversity Outreach Program.